**Elevate for Educators School Communications**

*This document contains thematic messaging to help your organization draft campaigns throughout the year to communicate thoughtfully with educators within your communities. Use this template to suggest ways school districts can leverage the resource and effectively communicate with educators.*

Suggested Themes:

We know how educators are always there for our students and oftentimes put themselves on the back burner. Use these themes to help shift the narrative and show them the importance of investing in their own mental health.

* You’ve been there for others, now it’s time to be there for **YOU**
* You ask how others are doing, but how are **YOU** doing?
* Let us help **YOU** while you help others/our children

Key Dates:

There are many seasonal holidays that are good times to promote the educational resource. These dates provide an opportunity to connect the education with other campaigns and potential school activities happening.

* Q1: August/September - Back To School
* Q2: October - World Mental Health Day
* Q3: January - Winter Blues
* Q4: May - Mental Health Awareness Month

Suggested Communications:

**Newsletters Copy:** Does your school district have a quarterly newsletter? Include information about the resource and a link to help teachers get started.

[Copy] *New Resource!* We want to acknowledge and appreciate all that you have done for students and one another this year. We know that teacher mental health is a topic that is critical to prioritize. Research has shown that not only does educator mental health benefit educators themselves, but it can also have a significant impact on our students.

*Elevate for Educators* provides educators with on-demand content related to your unique mental health needs. EVERFI *Elevate* modules translate evidence-based best practices for mental well-being into actionable, just-in-time learning solutions for a teacher or academic administrator. Thanks to [**Company Name**] you all have access to this resource at no-cost. Get started at [Insert Link].

Think about quarterly reminders that align with the suggested themes and dates above!